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5. The rental vehicle transaction system of claim 4 wherein said software program is configured to permit said authorized purchasers to modify said rental vehicle reservation including

5 extending a time period for which said reservation authorizes use of a rental vehicle.

6. The rental vehicle transaction system of claim 4 wherein said software program is configured to permit said authorized purchaser to generate reports relating to rental vehicle reservation activity conducted through said software program.

7. The rental vehicle transaction system of claim 6 wherein said software program further comprises a data base, said data base storing rental vehicle reservation activity for access by said authorized purchasers.

8. The rental vehicle transaction system of claim 7 wherein said software program is configured to automatically communicate billing information to said authorized purchaser for further processing.

9. The rental vehicle transaction system of claim 8 wherein said software program is configured to communicate messages between said authorized purchaser and any others having access to said software program.

10. The rental vehicle transaction system of claim 9 wherein said software program is configured for allowing access through its Internet web site to a plurality of service providers, and for limiting the functionality available to said plurality of service providers.

11. The rental vehicle transaction system of claim 10 wherein said plurality of service providers include vehicle repair facilities.

12. The rental vehicle transaction system of claim 1 further comprising a second computer system, said second computer system having a second computer software program resident thereon, said second computer software program being configured to process rental vehicle transactions at a plurality of geographically diverse branch facilities each of which has a plurality of vehicles for rental, said second computer system being linked to said first computer system.

13. The rental vehicle transaction system of claim 12 wherein each of said first and second computer systems comprises a network having a main frame computer, said main frame computers being linked to each other, and wherein said second computer system further comprises a WAN.

14. The rental vehicle transaction system of claim 13 wherein said authorized purchaser comprises a business organization, said business organization having a plurality of authorized purchasers, said plurality of authorized purchasers being enabled to access said Internet web site from any location offering Internet web access, and further comprising a second business organization, said second business organization having the second computer system resident therein, and wherein said second business organization includes the plurality of geographically diverse rental vehicle locations.

15. The rental vehicle transaction system of claim 14 wherein said first software program is configured to permit a rental vehicle reservation to be initiated remote from said authorized purchaser and communicated to said authorized purchaser for authorization.

16. The rental vehicle transaction system of claim 15 wherein said first software program is configured to permit said authorized purchasers to modify said rental vehicle reservation through said Internet web site.

17. The rental vehicle transaction system of claim 16 wherein said first software program is configured to permit said authorized purchasers to modify said rental vehicle reservation including extending a time period for which said reservation authorizes use of a rental vehicle.

18. The rental vehicle transaction system of claim 16 wherein said first software program is configured to permit said authorized purchaser to generate reports relating to rental vehicle reservation activity conducted through said first software program.

19. The rental vehicle transaction system of claim 18 wherein said first software program further comprises a data base, said data base storing rental vehicle reservation activity for access by said authorized purchasers.

20. The rental vehicle transaction system of claim 19 wherein said first software program is configured to automatically communicate billing information to said authorized purchaser for further processing.

21. The rental vehicle transaction system of claim 20 wherein said first software program is configured to communicate messages between said authorized purchaser and any other's having access to said software program.

22. The rental vehicle transaction system of claim 21 wherein said first software program is configured for allowing access through its Internet web site to a plurality of service providers, and for limiting the functionality available to said plurality of service providers.

23. The rental vehicle transaction system of claim 22 wherein said plurality of service providers include vehicle repair facilities.

24. An automatic rental vehicle transaction system, said system having a graphical user interface (GUI) through which an authorized purchaser of rental vehicle services may access a rental vehicle software program resident on a computer system, said rental vehicle software program being configured to automatically respond to a series of commands from said authorized purchaser and communicate a rental vehicle reservation to any one of a plurality of vehicle rental service providers including one having a plurality of specific geographically remote rental vehicle locations at which vehicles for rent are situated, said rental vehicle reservation having sufficient information for authorizing, processing and billing said rental vehicle transaction so that a rental vehicle transaction may be automatically processed thereby.

25. The rental vehicle transaction system of claim 24 wherein said authorized purchaser comprises a business organization, said business organization having a plurality of authorized purchasers, said plurality of authorized purchasers being enabled to access said rental vehicle software program from any location offering access to said computer system, and further comprising a second business organization, said second business organization having the computer system and rental vehicle software program resident therein, and wherein said second business organization includes a plurality of geographically diverse rental vehicle locations.

26. The rental vehicle transaction system of claim 25 further comprising a second computer system resident in said second business organization, said second computer system having a second computer software program resident thereon, said second computer software program being configured to process rental vehicle transactions at the plurality of geographically diverse branch facilities each of which has a plurality of vehicles for rental, said second computer system being linked to said first computer system.

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a business software program configured to automatically accept reservations for, and provide administrative control and accounting for, services offered and physically available at a plurality of geographically diverse locations.

36. The computer program of claim 35 wherein said Internet site software program is configured to provide said access to said business software program for a range of functional interactions therewith.

37. The computer program of claim 36 wherein said Internet site computer software program is configured to provide access to an authorized purchaser of a plurality of said service providers' services, said authorized purchaser comprising a multi-level business organization requiring interaction at a plurality of levels of said business software program.

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38. The computer program of claim 37 wherein said at least one service provider having an integrated business is itself a multi-level business organization, said business software program providing communication of business information needed to effectively execute reservations placed for delivery of its services, and wherein said Internet site software program is configured to provide interaction between different levels of both of said business organizations.

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39. The computer program of claim 38 wherein said Internet site software program is further configured to provide controlled access to said business software program by third party service providers.

40. The computer program of claim 38 wherein said Internet site software is resident on a first computer system and said business software program is resident on a second computer system, and wherein each of said first and second computer systems comprises a network having a main frame computer, said main frame computers being linked to each other, and wherein said second computer system further comprises a WAN.

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41. A method for providing an Internet site through which an authorized purchaser comprising a multi-level business organization of rental vehicle services may access a rental vehicle software program and make reservations for any one of a plurality of rental vehicle service providers, at least one of said providers being an integrated business organization with a functional integrated computer system providing access to a plurality of diverse geographic

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the following table:

15 functional interaction between the software program resident on said rental vehicle provider's business computer system and an authorized purchaser logged onto said Internet site software program.

5 computer.

5 system to thereby conduct rental vehicle business with a plurality of providers including conducting vehicle rental business on at least one of said provider's business computer system, said method comprising the steps of:

15 one rental vehicle provider's business computer system and an authorized purchaser logged onto said GUI interface software program.

44. The method of claim 43 wherein each of said computer systems further comprises a main frame computer, and wherein the step of establishing a link includes the step of establishing a link between said two main frame computers.

45. An Internet enabled automatic rental vehicle transaction system, said system having an Internet web site through which an authorized purchaser of rental vehicle services may access a plurality of rental vehicle providers including at least one provider.

- 5 having a rental vehicle software program resident on a computer system, said rental vehicle software program being configured to automatically respond to a series of commands from said authorized purchaser and communicate a rental vehicle reservation to a centralized destination, said rental vehicle reservation having
- 10 sufficient information for authorizing, processing and billing said rental vehicle transaction so that a rental vehicle transaction may be automatically processed thereby virtually without human intervention.

46. The rental vehicle transaction system of claim 45 wherein said software program is configured to permit said authorized purchasers to generate a report comprised of that users work load sorted by completion date.

47. A rental vehicle transaction system, said system comprising an Internet site through a computer, said computer being networked with a plurality of vehicle rental providers, at least one of said providers having an integrated computer system connected
- 5 thereto, and said computer being configured to allow users to place reservations for rental vehicle services with any one of said providers.

48. The transaction system of claim 47 wherein said Internet site computer is further configured to allow data requirements for said reservation to be customized.

49. The transaction system of claim 47 wherein said Internet site is networked through the Internet with said other providers.

50. The transaction system of claim 49 wherein said Internet site is configured to allow customization of menus presented to said users.

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